

The Star

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BAY ST. LOUIS, MISS., SATURDAY, FEBRUARY 5, 1927.

THIRTY-SIXTH YEAR—No. 6.

"THE GARDEN OF THE RIVIERA" CHOSEN AS BAY ST. LOUIS SLOGAN

Selection Made By Bay St. Louis Chamber of Commerce After Year's Effort—Prize Goes to C. H. Odendahl, of New Orleans.

Soliciting slogans and offering a cash prize of \$25.00, the Bay St. Louis Chamber of Commerce on Wednesday afternoon finally decided on the selection of a slogan for the city, after a year's effort toward that direction.

The slogan committee met with the Executive Committee as on-lookers and after the committee had failed to adopt any of the 170 submitted, it was decided to meet jointly with the executive committee and both committees finally, out of fourteen thought to be the best, selected the winning one, "The Garden of the Riviera," and which was unanimously voted for.

C. H. Odendahl, of 1036 Nashville avenue, New Orleans, proved to be the winner, for all slogans had been written on several sheets and no names given. Only the secretary was acquainted with the names, and he was not a member of either committee. Mr. Odendahl is well known at New Orleans and has frequently visited Bay St. Louis, his preference over all other places being obvious.

He had offered more than the winning one. These are "Beauty's Retreat," "Where Beauty Goes to the Seashore," "Beautiful By Nature," "A Rendezvous With Nature." However, none of these reached the final list of fourteen surviving.

Below The Echo prints the entire list of slogans presented, surely interesting reading:

"The Southern Mecca For Tired Tourists."
"The City That Is Just Beginning."
"The Connecting Link of the Gulf Coast."
"Nature's Crescent."
"The Rose Diamond of the Gulf Coast."
"The Town That Lit Alladin's Lamp."
"The Gulf Coast's Perpetual Sun Parlor."
"Where Aladin's Fairy Tale Is a Dream Coming True."
"Gulf Coast's Perpetually Rose Scented Sun Parlor."
"The City Whose Ship Has Arrived—Come Help Unload It."
"The Entire Gulf Coast's Fishing Grounds."
"The Town Whose Ship Has Arrived—Come'n, Water's Fine, and Specify Your Wants."
"The Land of Sky Blue Waters."
"Nature's Battle Creek, on the Bay of St. Louis, With Pine Hills All Around."

"Where You Feel at Home."
"Where the Coast Begins."
"The City With a Future."
"Keep Your Eye on Us."
"Where There Is a Chance For Everybody."
"A City With Possibilities."
"The Win-You City."
"Sporting City Center of Attraction."
"The Shining Star of the Coast."
"Greatest Beauty of the Waves."
"The City Beautiful, Progressive and Industrious."
"Way Down South By New Orleans."

"Where Life Is Enjoyed More."
"Best Place on Earth to Live."
"Where River, Bay and Gulf Meet."
"Where the Winter Spends the Summer."
"Watch Bay St. Louis Grow."
"The Rendezvous of Good People."
"Health, Wealth and Happiness."
"Always With the First."
"Mississippi's Most Beautiful Sea Port City."

"The Most Beautiful Summer Resort from New Orleans."
"The Playground of New Orleans."
"See!!! Thee!!! The Sea."
"Build, Boom, Boost Bay St. Louis."

"Crescent City's Choicest Resort."
"Fishing Boat's Choice."
"Seawall Steps."
"Pride of Mississippi."
"Second to None."
"Renown For Its Conveniences."
"Gulf's Beauty Spot."
"Crescent City's Resort."
"Lovers' Review."
"Grand With Seawall Steps."
"For Health and Happiness."
"The Land of Your Heart's Desire."
"The Pearl of the Coast."
"The Garden of the Coast."
"The Land of Sunshine."
"For Rest and Contentment."
"The Garden Spot of the Coast."
"Where the Sun Shines All the Year Round."

"Land of Peace and Sunshine."
"The Place Where Your Dreams Come True."
"Town of Plenty and Prosperity."
"The Health and Winter Resort of America."
"The Haven of Happy Homes."
"The Port of Contented Men."
"Nature's Little Bit of Heaven."
"The Rainbow's End."
"The Home of the Mecca."
"Where Your Dreams Come True."
"Where Your Anchor Holds."
"Where Nature Smiles For Miles."
"Gateway to the Gulf Coast."
"Choice of the Coast."
"City of Self Contentment."
"The Gulf Coast Central Junction."
"The Gulf Coast and Mid-West Central Junction."

"Pride of the Coast."
"Pride of the Gulf."
"Beauty Spot of America."
"The City of Sunshine and Pines."
"The City of Pines."
"The City Beautiful."
"Where Gulf Breezes Blow."

(CONTINUED ON PAGE SIX)

NIGHT SCHOOL IS PROPOSED BY BAY ST. LOUIS ROTARY

Local Civic Organization Would Help School Many Boys Working Over the City, and Lacking Knowledge of Elementary Studies.

It is noteworthy and characteristic of its constructive work to note that the Bay St. Louis Rotary club has had in mind and working on the project of organizing a night class for boys of the city who must work during the day and cannot attend school in order to get that schooling so essential they may proceed with their work and climb higher. There is many a bright mind unable to embrace the opportunity of a common schooling. It is surprising to note how many boys are working today and have reached the age where it is necessary they procure more schooling.

With this in mind the Bay St. Louis Rotary club is working actively and hopes to soon be able to announce a class is forming and the association is paying all expenses. Schooling for every boy will be available. It is planned to form the classes at Central school and the completion of the building is anxiously awaited. It will be possible for some boys to specialize, but the rudiments to receive more attention are the fundamentals of reading, writing and arithmetic.

It was quite a pathetic incident a Rotarian cited Wednesday night. He said his wife had purchased so many gallons of gas for her car, and tendered a \$2.00 bill the young boy in charge could not figure out the change, and it was necessary that she make her own change at the register. This boy, whoever he might be, no doubt works by necessity, but the Rotary club says it is not necessary for a boy to go without a little knowledge of the three "R's" if that organization can help it.

"The Lark" Flies Monday.

The inauguration of the L. & N.'s newest train, "The Lark," is looked forward to with much interest and expectancy, and it is safe to say while the projected train is a venture it will prove an instant success. The schedule is well planned, meets the requirements of all who will have occasion to patronize it. There could not be a better schedule. Leaving New Orleans at midnight and reaching Bay St. Louis at 1:26 is quick time. Leaving the Crescent City at midnight will permit of attending many affairs that at present require remaining over night, both inconvenient and expensive.

"The Lark" flies Monday and may it fly fleetly and safely and with profit to both the public and the enterprising spirit of the Louisville & Nashville railroad, and as well to justify the suggestion as proposed by the Mississippi Coast club. The full schedule appears elsewhere in the advertising columns of The Echo.

To Open Bids Next.

On Tuesday morning of next week at 11 o'clock bids will be opened at a meeting of the Hancock County Road Protection Commission, of which R. C. Engman is chairman, for the construction of the major portion of the Waveland seawall. This will be the third time the commission will meet for the reception of sealed bids, on two former occasions there being only one, and since the bidding is competitive it was considered best, under the circumstance, not to open one bid.

There is much speculation as to how many bids will be presented for consideration at the meeting next week. None are more anxious than the members of the commission to entertain bids and proceed with that vital projected improvement, the Waveland seawall, and the hope is unanimous that it will be possible to tangibly proceed with the proposition. Our friends in Waveland are anxious, and we may say, not more so than we. All realize the importance and subsequent meaning of such improvement to Bay-Waveland.

Chevrolet Has Local Agency

The quarter page advertisement of the Chevrolet automobile appearing in this issue of The Echo is the first of a series of large advertisements that will continue to run from week to week in these columns.

The Friserson Chevrolet company has its offices and show rooms in Washington street, and Mr. Friserson and salesman are putting on a campaign, supplemented with this advertisement. They will show and demonstrate and talk prices at any time, and will be glad to see you. "Mark of Distinction Made Possible by Volume of Production."

RENEWED ACTIVITY IN BAY ST. LOUIS PRESENT PROSPECT

Reason to Believe Projects of Unusual Activity at Hand.

OUTLOOK FOR 1927 EXCEEDS LAST YEAR'S

Persistent Rumors of Deals and Development not Without Meaning.

Nearly everyone in some way or another connected with the material growth and advancement of Bay St. Louis and recently seems to be going around with a secret—something under the hat, so to speak, with the given assurance nothing will be told nor repeated—to the newspaper man particularly.

Two big land deals, at least, are in prospect, transaction for more than ordinary proportions and significant. Two gentlemen from the other side of the bay, men of means and possibly representing other financial interests are noted as frequent patrons of the ferry and likewise visitors to Bay St. Louis. Their names are known but the promise of secrecy is binding and must not be divulged.

Then another prominent local realtor visited New Orleans during the week and reported the result of his visit was favorable—quite so. "It is quite sure this deal will go through," he said, "possibly not one of the fanciest prices, but surely the largest yet negotiated and will include much land and will be a water frontage sale."

As to Pine Hills bridge proposition, it is imminent this dormant project will awaken to a new and more definite aspect quite soon—possibly next week, or the week after. From rumors and bits of veiled information received one is led to the conclusion there are two angles to the project. Possibly the presently acquired franchise from the Board of Supervisors might be negotiated, or another might be procured from Harrison county. It appears there are two conflicting ideas as to the project, and to hold, and in the last analysis the two forces might combine. However, the feasibility and desirability of a bridge over to Bay St. Louis, connecting with Pine Hills, is at this stage so alluring in promise and commanding in prospect that only regret now remaining is the question "Why was the bridge not built earlier?"

The necessity of such structure is felt so acutely, had it been built ere this much profit would have already accumulated. It is understood a company to be formed of local residents and outsiders will shortly be formed for a development of the unusual and a mighty and handsome structure, its "walls reaching heavenward." There is much secrecy about this project, but we are constrained to the opinion the chances of realization are very favorable than in the ordinary sense.

With the paving of all sidewalks in Alta Vista subdivision and a contract for similar work is being sought by the owners of "Spanish Acres," the subdivision supreme, must not be lost sight of and must be taken as meaning something definite and value giving.

It is probable the contract might be given next Tuesday for the building of the Waveland seawall, ultimately a million-dollar project, and it is also expected actual work will be resumed on the three-quarter million-dollar bi-county bridge over Bay St. Louis.

More Anon.

Protests on Assessment By Not Paying Taxes.

So radical was the assessment changes in 1926 from the year previous, when no changes were made in either rate or assessment, that many property owners protested bitterly and proposed to fight.

Max T. Kohler, residing on the beach front on the north end of the city, was assessed last year of his summer home for \$13,500.00 and \$275.00 personal taxes, and protested even to this date by not tendering his tax payment, and has a letter with the city which will be opened tonight by the Board of Mayor and Aldermen in monthly session.

It appears if our impression is right, the Board had promised or were convinced a readjustment would be made, but for some reason or another failed to do so. Hence, the time limit passed and the assessment remained.

What are the contents of Mr. Kohler's letter on file with the city, we do not know, and what step the Board will take in the premises is problematical. However, one thing is certain, if Mr. Kohler was voting in Mississippi he would be a delinquent under the law, and would exercise his right of franchise, and if his assessment can be readjusted after the time under law to do so has expired, we do not know.

Perhaps this is another reason why we have courts of equity and courts to sustain and interpret the law. If his assessment is unequal we hope he will get the desired relief, even though at this late date, if it can be done under the pale of the law.

FENTON-KILN DIST. RAIDED BY FEDERAL MEN OF THE LAW

Crew of Coast Guard Break Into Fastnesses of Local Region.

JORDAN RIVER DIST. SCENE OF RAID

Moran, of Fenton, Is Shot Through Arm and Leg—Negro Makes Flight.

Purchasers of "good old pre-war whisky," and of "imported liquor brought in by foreign ships," were shown by dry agents and coast guardsmen, in spectacular series of raids beginning Saturday and ending Tuesday, how familiar brands of beverages sold at \$8 and \$10 the quart are made of plain old Mississippi moonshine, tinted and flavored into rye, Scotch, gin or cognac, and bottled with appropriate labels and cunningly counterfeited revenue stamps.

Dry agents operating under direction of Maze H. Daily, federal prohibition enforcement head for Mississippi, aided by officers and crew of the coast guard patrol boat CG-301, invaded the strongholds of the whiskey industry in the Fenton-Kiln region of Hancock county, along Jordan river and is tributary bayous, and captured eight illicit stills, with considerable quantities of whisky and mash, 1-4 uncovered two caches of liquor, and hidden in tin cans, beneath huge piles of sawdust, and discovered a complete plant for the manufacture of synthetic whisky and gin, in a house recently occupied by a negro.

One man, C. N. Moran, of Fenton, was shot through an arm and a leg while he sprinted away from a still, the officers said. Mose Burton, an intoxicated negro, was taken by the officers when his legs refused to carry him away from another still. Affidavits were made against a number of residents of that section, while one local negro, however, was released.

The mountainous sawdust piles in which the liquor caches were said to have been discovered were situated 260 yards from the public highway, near Fenton, it was said, and were only 30 or 40 feet from the houses of the owners. The caches, said to have been 3-4 by 24 feet in size, with a height of 7 feet, contained 360 quarts of liquor, sacked in burlap, and carrying labels branding it as Long John, Old Smuggler, Gordon's Dry Gin, Old Scotch, Canadian, White Horse, and other well known brands of Scotch, Violestead days. The revenue stamps, chiefly those of Great Britain and Canada, were described as nearly perfect in workmanship. So were the corks, with brand names burned on them, and the gilded lead caps, stamped with halcyon designs and pressed over the corks.

The second cavern, in another sawdust hill, contained 125 gallons of moonshine liquor in 5, 10 and 20 gallon kegs, it was said. A third pit, with its roof partially caved in, was empty.

Trap Doors.

Access to all three caverns was gained through trap doors in the roofs of the structures, which were timbered and boarded. All four caverns were reached by a single system of trap doors.

The trap doors were deeply covered with loose sawdust, and the location of the pits was determined by the officers after probing into the sawdust with sticks.

Two stills were taken and destroyed immediately across a bayou from the sawdust piles, and six other stills were taken within a radius of three miles.

The synthetic whisky plant, found unoccupied by its operators, was equipped with bottling and corking machines, and was supplied with 500 empty quart bottles—many of them the familiar gin "square faces"—large quantities of many "good smelling" brands, counterfeited revenue stamps, corks and seals, two and a half barrels of straw cones, for packing bottled liquor in wooden cases, coloring caramel, or making yellow or red liquor from white "lightning," and flavoring extracts for converting the same old corn whisky into rye, gin, cognac, Scotch, Irish or bourbon whisky.

The raiding party left Biloxi last week on the patrol boat CG-301, carrying on the vessel's deck a skiff with an outboard motor. The patrol boat was anchored in Jordan River, and side trips up and down shallow bayous were made in the skiff.

The federal prohibition agents were warm in their praise of the raid, and the co-operation of the local lawmen, whom co-operation was described as "perfect."

Moran, the only man wounded in the raids, was treated at the office of a physician in Kiln, and was said to be suffering only minor injury from the two bullet wounds.

Negro Makes Wild Flight.

One negro, who eventually "rattled" away from the officers, was described by residents of the territory between Fenton and Pine Hills as having run seven miles after the officers found him in the vicinity of a still.

In his wild flight across country, passing one still after another, the negro's speed was said to have been accelerated as operators of the stills yelled at him to explain the cause of his speed.

Every yell, to the negro, meant more officers, and he maintained a

MINSTREL STAGED AT K. OF C. HALL PROVES BIG SUCCESS

Black Face Minstrel Will Be Presented in Gulfport. February 10th.

COMEDY DECLARED SCREAM BY GUESTS

Will Be Staged For Public in Bay St. Louis Sunday, February 13th.

The black face minstrel staged at the K. of C. Hall was a great success. Comments have been heard from all sides to the effect that it would be a pity to pack away the comedy without letting the public in on it. This minstrel will be staged at Gulfport on the 10th of February, and there the public will be admitted, so here, too, the people of Bay St. Louis will see some of their native sons giving their interpretation of scenes from life's other side. On Sunday, Feb. 13th, this scream will be presented for the laughter of the public, and the benefit of the athletic fund of St. Joseph's Academy.

Those who have seen the presiding elder, Bro. Saucier, strut his stuff in this role know well that there is a treat in store. Those who will help or make it hot for the elder will be found on the program.

Bro. Paris Green, presiding elder—Harry Saucier.

Bro. Astoria Jones, delegate from Pine Hills—Eddie Arceneaux.

Bro. Erisipulus Brown, delegate from Pass Christian—Buck Carrio.

Bro. Bob White, delegate from Jordan river—Norton Haas.

Bro. Peruna Woodrow O'Toole, delegate from Edgewater Gulf—Charles Gordon.

Sister Lily White, delegate from Bay St. Louis—Arthur Scafide.

Sister Macaroni Spaghetti, delegate from DeLisle—August Schiro.

As you can readily see the program reveals some brilliant stars in the firmament of light comedy. Do not miss the show, for these treats come seldom in our village. Remember the cause, the Athletic fund of St. J. A., and with both in mind meet us at the college auditorium on Sunday, Feb. 13th, at 8 p.m. Music will be furnished by the Syncope Sextette from St. S. C.

Young Lydecker Gets Appointment.

Announcement from Washington, D. C., carries the interesting news of the appointment of Charles Lydecker of Mrs. A. B. Mallory, of Bay St. Louis, to West Point Military academy, beginning during July, and to follow his graduation at Jefferson Military college, at Washington, Mississippi.

Young Lydecker will shortly leave for Baltimore, Md., his former place of residence, where he will take the physical examination and then return to his studies in Mississippi.

Charles is a splendid young fellow and his success in getting this prized recognition at the hands of the government is more than of ordinary merit and interest. He has many friends who wish him well and success in his new school career.

ORLEANS TO HAVE 14-STORY ANNEX TO HOTEL MONTELEONE

Business Justifies Building of Long-Planned \$1,500,000 Addition—Total Investment to Represent \$4,500,000—Fine Hotel For South.

Construction of the New Monteleone hotel annex, fourteen stories high, to cost \$1,500,000, will start at once, according to an Associated Press report broadcasted a few days ago, and which comes as an interesting announcement to the Gulf Coast, New Orleans section.

The new hotel building will adjoin the present Monteleone hotel on Royal street and will have a front of 100 feet. The building will contain 300 rooms and 300 baths and will be of the latest type of hotel construction. With the new annex, the Monteleone hotel will have a frontage on Royal street of more than 300 feet and will contain 800 rooms, making the hotel property represent a total investment of around \$4,500,000. The new structure will be of Renaissance architecture and will harmonize with the present building.

Announcement of the new construction was made Monday after a conference between J. D. Kenney, president of Monteleone Investment, Inc., owners; Wogan and Bernard, architects, and George J. Glover, general contractor. Demolition of the present small buildings adjoining the hotel, west of the main structure, and the new structure will begin Wednesday. The new annex is scheduled to be ready for occupancy Nov. 1st.

The new structure will have a granite base, above which for three stories the construction will be of stone, while the remaining floors will rise in stock, brick and terra-cotta.

Six-cylinder pace until he tore through the undergrowth and vaulted a wire fence at Pine Hills. There he was said to have made nine holes in one jump, and to have told his story of the whisky raids to negro attendants at the Pine Hills clubhouse.

NEWEST HOTEL ON MISS. COAST, "THE MARKHAM," NOW OPEN TO PUBLIC

America's Riviera With Sumptuous New Hotels Will Rival Other Famous Resorts—New Hotel Has Splendid Opening Monday Night.

BAY ST. LOUIS TO BE REPRESENTED IN BILOXI CARNIVAL

Bay St. Louis Accepts Invitation of Biloxi Chamber of Commerce to Participate in Carnival Celebration—Will Have Float For City.

There will be a Bay St. Louis float in the Biloxi carnival annual parade and celebration, an invitation from the Biloxi Chamber of Commerce and Biloxi Carnival club to that effect having been officially accepted by the local commercial organization.

The float will be built in Biloxi and will represent a historical event in the history of the Coast, with which Biloxi's name is so intimately linked.

It will be necessary to have four dukes from Bay St. Louis and the Bay St. Louis Chamber of Commerce has appointed the dukes and their alternates.

It is well that the "Garden of the Riviera" represented and that west end of the Riviera of America co-operate with the east end of this famous section. There should be a splendid attendance from Bay St. Louis to the all-coast celebration at Biloxi on Mardi Gras.

Aged Citizen Meets With Auto Accident

W. M. Graham, an aged resident of this city, was seriously and painfully hurt Tuesday night when he was struck by an automobile on the corner of Second and Main streets, the car driven by Ben Hilles, residing with the Thiel family at Waveland.

Hilles sounded the horn in ample time, but Mr. Graham, deaf and slow to move, was knocked by the car just as the emergency brake was brought into action. He was picked up and taken to the Clinic Hospital, where Dr. Smith found he had sustained a broken ankle of the right leg and an immediate serious operation necessary. He was taken over to the King's Daughters hospital, where Dr. Parker, assisted by Dr. Smith, performed the ordeal. Although his advanced age is far from being in his favor, the patient when last heard from was doing as well as could be expected.

This is another argument for light signals to "stop" and "go" at some of the intersecting streets, Main and Front and not forgetting Main and Second.

"Fourteen Points."

Of the 170 contest slogans submitted to the Bay St. Louis Chamber of Commerce the process of elimination was used in reaching a final decision. The number finally resolved to 14 and from this was selected the winner, "The Garden of the Riviera."

The fourteen are reproduced because it is interesting to read and analyze, even if the reader agrees or not on the final selection.

The Chamber of Commerce has been in quest of a slogan for one year and this was the second contest. "A City With Possibilities," "Way Down South By New Orleans," "Where River, Bay and Gulf Meet," "Mississippi's Most Beautiful Sea Port City," "The Playground of New Orleans," "Gulf's Beauty Spot," "The Haven of Happy Homes," "Nature's Little Bit of Heaven," "The City of Sunshine and Pines," "Where the Applachians Meet the Gulf," "The Garden of the Riviera," "One Spot Nature Never Forgot," "Nature's Gift of Peace and Plenty," "The Smile of the World."

City of Bay St. Louis Invited

Mayor G. Y. Blaize in receipt of a lengthy telegram from Mayor Harvey Bayliss, of Pensacola, inviting him to attend the permanent organization of the America Riviera association on February 8th at Pensacola. The association embraces all of the Gulf Coast from Apalachicola to New Orleans, declared to be without a rival in scenic beauty.

The idea is to build one giant organization, with mayors and civic club heads fostering the movement and forming Riviera clubs in each of the Coast cities. Clarence Darrow, noted criminal lawyer, and Will Rogers, the world's greatest humorist, will be featured on the program.

Meeting of School Board.

The regular monthly meeting of the City School Board was held Thursday night, and it was reported that Contractors McDonald and Favre would turn over the new school building to the Board of Trustees and city in about three weeks. Officials of the Board inform The Echo it will possibly be a month after that before the school will be furnished and fully equipped and ready for occupancy.

Across a thousand miles of the fairest country in the world, says the Gulfport Herald of Tuesday, the people of Gulfport last night, to the ebb and flow of dancing music, and with happiness in their hearts, sped their telepathic message, beneath clear skies and bright winter stars, to Charles H. Markham, friend and beloved comrade, whose name was blazoned forth over land and sea from the topmost heights of the splendid hotel that opened its doors to a brilliant premiere throng, and gave a life and color to a new chapter in the history of the Coast's Central City.

Mr. Markham, whose inability to attend the hotel opening had been communicated to friends in Gulfport several days ago, was represented in the spirit of the message which he sent to A. L. Jago, president of the Gulfport Chamber of Commerce. More than that, Frank B. Bowles, Illinois Central vice-president, was there, as a central figure in the dining hall, and James Vincent Lanigan, northern general passenger agent of the system, was another standard bearer for the great railroad.

Cheerful in their representation of the Louisville & Nashville railroad, which is bending every energy for the development of its Coast lines, were John Bose, superintendent of the Mobile-New Orleans, and J. K. Ridgely, southern general passenger agent, both of whom slipped from New Orleans to see the Markham completely and happily opened.

Before Gulfport's big party started, while guests were gathering in the lobby and the lounge, all sorts of formally dressed men and handsomely gowned women were there, swart and yonder, wherever little groups gathered under the lights, were bankers, lawyers, physicians, engineers and architects, realtors, business men, transportation executives, mayors and other municipal officers and mothers, wives, sisters, aunts, sweethearts. Later, when the orchestra flung its harmony into the atmosphere, when the diners grew busy with flying balloons and blowing squawkers, the magic wand of the Fun Fairy changed them all—bobbed haired long haired, whiskered, bald-headed, young and old and far and thin—to little children, laughing and frolicking in a new playhouse.

Staid, conservative Gulfport, commercial and professional to its heart's core, never saw anything like it.

The edict of the March of Dances, given out, the speechmakers would be knocked on the head, apparently was needed, for potential orators, ready on a moment's notice to thrill the air with rotund phrases, found no chance or place for the wedding of address or response in all the colorful program.

It started with a rush. While the guests still thronged the lobby and the stairways and the mezzanine floor, the orchestra swung into the stately cadences of "The Star Spangled Banner."

It was unexpected. Many, perhaps, did not recognize it. But the war was a long time ago. But the hum of voices and the high-keyed thrills of laughter were drowned out by the music.

When realization came, shoulders were squared, alike under black dinner coats and filmy lace shawls. Heads were lifted. As the harmony swelled through hall and corridor, hearts beat harder, something tightened the throats of the throng, gripping hard in the case of men who had stood, at sunset after dinner, with arms crossed, to the same stirring anthem. They did not expect it—there and then.

But the top blew off the kettle a few minutes later, when the guests had filed into the dining room and were ranged around the little tables and the big tables, beneath a ceiling painted into a blue sky flecked with cirrus clouds, with the radiance of glowing chandeliers shining on white tablecloths, gleaming silver and opalescent glass, and on the orchestra, from the humming and clanging of a burst of music without warning slipped into the stirring strains of "Dixie."

It was the thrill of the time, and it swept down the line of its glittering tables, swaying the crowd in sways, swayed in a field. Applause was rampant. Feet were clattered to the table. Men and women came to their feet in a storm of handclapping.

From a far corner of the dining hall came the shrill call of the famous "Rebel yell," and this time the crowd drowned out the orchestra.

"Dixie," the united nation's greatest patriotic song, ripped down the last barrier of formality, and the carnival started.

Largely, they were homefolks, Gulfportians making merry over the opening of their newest hotel. But it mattered little, in that swift and glorious jollification, whether a man or a woman lived on the East Beach boulevard, or on St. Charles avenue in New Orleans, or on Oak street in Minneapolis. If Minneapolis has an Oak street, there were no strangers at the Markham opening.

Freedom reigned, if ever it reigned under the Constitution of our forefathers, as, wonderfully amended. The only caged things were two goldfinches that warbled an octave higher than the saxophone, and a pair of love birds that perked up noticeably

(CONTINUED ON PAGE SIX)

The Sea Coast Echo

ECHO BLDG.
Thirty-Six Years of Publication

Chas. G. Moreau, Editor and Publisher.

Official Journal Board of Supervisors.
Official Journal City Bay St. Louis.

Member National Editorial Association.
Member State Press Association.

Subscription Terms, \$2.00 Per Annum
Always in Advance.

Entered as Second-Class Matter at the Postoffice, at
Bay St. Louis, Miss., under Act of March 3, 1879.

A word to local merchants: Advertise.

Any school child can tell you why it is a waste of
time to study history.

Athletic contests are good things for the makers of
athletic goods.

What do you understand by these so-called friendly
suits at law?

Any baseball fan can tell you who put the "ban" on
Ban Johnson.

Ideals are great, says the pessimist, if your com-
petitor acts on them.

Well, mark it down; for once, the U. S. Senate took
unanimous action.

Salaried workers get an automatic increase of their
daily income in February.

Our idea of junk is the news being printed about the
Browning divorce suit.

Our idea of thrilling news; America denounced in
a mass meeting at Mexico City.

When a woman quits pointing out her birthdays it is
a sign of wisdom and age.

If you can't help build dup Bay St. Louis don't get
in the way of the workers.

As far as we can observe, the sweet young things
are not hibernating this winter.

Warning: Look out for the spring poems, now about
to thaw out with the ice.

It is remarkable how well-set a modern family ap-
pears whenever dad manages to buy a new car.

The Bible society wants \$1,000,000 for work in New
York next year; we move that they get it.

Any number of people who promote schemes for the
public good haven't the public good in mind.

Germany has more able-bodied workmen than ever
before—now, it is time for another war scare.

It is now said that Queen Marie was dissatisfied with
her American trip. You can hardly ever please royalty.

G. B. Shaw says Britain was prepared for the World
war—well, George always knows all about everything.

The nation that has a public trial over the marital
troubles of Peaches Browning is the same country that
is sending missionaries abroad.

Subscribers to this journal of the people are urged
to remember that it depends upon their financial sup-
port as well as upon good wishes.

Our extra slice of pie for this week is awarded to
the subscriber who went to the banquet and found a
piece of white meat on his plate.

It is predicted that the national building program for
1927 will total \$6,250,000,000. What part will Bay St.
Louis have in this total?

It is hard to legislate against all evils but if some
general assembly would protect the public against fool
laws, matters would be helped some.

Rupert Hughes says George Washington broke laws
infringing personal liberty. He did more than that, he
broke a number of laws infringing colonial liberty.

LINKING NEW ORLEANS WITH THE GULF COAST.

By unanimous action of the Mississippi Coast Club,
during a session of the Board of Directors, held this
week at Gulfport, it was decided to extend the mem-
bership of the board in order to make place for a director
from New Orleans, thus intimately and actively linking
that city with the Mississippi Gulf Coast as a winter
resort and linking the work of development in progress
at both sections.

The Mississippi Gulf Coast, and neither Bay St.
Louis singly, are suburbs of New Orleans, but there
hypermeted expression ironing many rough places and
exists, such as the New Orleans-Gulf Coast Section, the
settling differences which existed in the minds of a few.

It is accepted that the interests of both sections, in
a great measure, are one and identical, and the action
of the Mississippi Coast club is approved and endorsed.
The Echo is glad to note this disposition, and we feel
both sections will keep pace with the trend of progress
so evident on all sides.

NO WAR, POVERTY OR DISEASE.

When the average citizen of Bay St. Louis looks
ahead and attempts to foresee what will be going on
here one hundred years from now the only limit to the
vision of the future is the ceiling of human imagination.

After the progressive developments of the past cen-
tury it would require a wise man to say what is not pos-
sible. An English divine sees, one hundred years from
now, a world without war, poverty or disease. Truly a
great picture, but how can it be?

The race will not acquire the abolition of war, pov-
erty or disease, without treading the pathway of labor-
ious effort, which will be necessary to abolish these
evils. It will require, not alone labor, but a spiritual
regeneration of the human soul, a reforming of educa-
tional activities and a reconstruction of economic order.

Is the gain worth the price? That is the question to
be answered first. If it is, then the average individual
should prepare himself to take part in the great en-
deavor. Every citizen of Bay St. Louis has a part to
play in the progressive development of the race, which
cannot be ignored.

L. & N. AND MISSISSIPPI COAST CLUB

The announcement by the Louisville & Nashville
Railroad company and the project suggested and back-
ed by the Mississippi Coast club, of which Warren Jack-
son is the guiding genius, the inauguration of a new
daily train, to be known as "The Lark," carries with it
more than ordinary import, and will redound to the ma-
terial benefit of the Gulf Coast-New Orleans section in
more than one way.

We must certainly not fall in that sense of realiza-
tion which means congratulations to all concerned; to
commend the Mississippi Coast club and to applaud the
L. & N. for this stroke of enterprise, and coming as it
does in most opportune time. That this train at first
will pay in dollars and cents to the railroad is not to be
believed, however, we are of the opinion in time it will
pay handsome returns both financially and in that sense
that it will further help to build up this section by mak-
ing it a more desirable place to live.

"The Lark" begins Monday morning in its daily
flight from Ocean Springs at 8:30 A.M., passing through
Bay St. Louis at 9:24 and reaching New Orleans at 11
o'clock, in ample time for luncheon and matinee, or, to
attend to business and shopping during the day, attend
theater at night and leaving that city exactly at mid-
night, passing through Bay St. Louis on the return trip
at 1:26 o'clock. It is truly a "wonder train," for it
will serve to the advantage of any individual.

This is another evidence of the rapid advance of the
Gulf Coast, and will help to make it "A Place Where
One Loves Best," and "In All The World No Place Like
This," truly "The Land of the Heart's Desire."

A PALACE OF SPLENDOR.

Stupendous success met the formal opening of the
New Saenger at New Orleans last night, seating four
thousand people and accommodating five thousand, cor-
rectly termed an acre of seats in a palace of splendor.

It was a most gorgeous conception, the very realiza-
tion of a colossal fantasy and none but those who were
privileged to be present can conjure in thought the mag-
nificence of it all. A pageant that dazzled the mind
and alluringly engaged the eye. It is here where man
seemingly conspired to do and build in bewildering
beauty, commensurate with classic taste, all that is
possible—the very last word in building and appoint-
ment of things that go to make a theater. The Saenger
is worthy of its name, for the Saenger Bros., pioneers
of advanced motion picture presentation, have long
built a name that in the annals of things theatricals
will live even after this "monument of magnificence"
will have crumbled in the inevitable wake of time.

New Orleans and the surrounding territory, even
though the Saengers have been lavish in their planning
and building, is entitled to such an interesting contri-
bution to progress, art and amusement. Truly "America's
most interesting theater in America's most interesting
City."

Last night was epochal. Long will the event live in
the memory of the thousands present. The Echo glories
in the splendor of it all and again we must say the open-
ing last night was a stupendous success; colossal in all
aspect; colorful, dazzling and appealing.

CHURCHES SHOULD ADVERTISE

Walter Irving Clarke, national publicity director for
the Presbyterian church, recently sent some good advice
to the midwinter meeting of the Presbytery of Mon-
mouth, meeting in New Jersey. For the benefit of
church officers we will reprint what Mr. Clarke said:

"Pastors who have regularly used newspaper ads
find that they are a good investment. The church ad-
vertisement should strike a happy medium between
crude sensationalism and cold dignity.

"A church that cannot afford much money for pro-
motion may join with other churches in the community
in a united newspaper appeal, using liberal effective dis-
play space. If the church will pay for live newspaper
advertising, it will find that newspaper advertising will
pay the church."

This is not all hot air. The pastors and the leading
worshippers proclaim that the church is the most im-
portant activity in a community. They declare that it
has the one thing that the world needs most, and that
a practical application of religion will remake the world.
Yet, in selling that commodity, they fail to use, except
on rare occasions, the world's most effective selling aid,
newspaper advertising.

PROGRESS OF BAY ST. LOUIS.

Real progress of a municipality comes when the citi-
zens of today plan for the needs of the citizens of to-
morrow. The growth of Bay St. Louis for example, de-
pends upon the vision with which present citizens see
the requirements of the progressive city, not of today,
but of tomorrow.

Having such a vision and possessing faith in the pos-
sibilities of Bay St. Louis there is nothing that remains
unimportant. Anything, and everything, that will make
Bay St. Louis more attractive to live in, and an easier
place in which to make a living, is desirable.

The work of building Bay St. Louis does not de-
volve upon any civic organization, or group of organiza-
tions. It is a duty that rests directly upon the shoul-
ders of each citizen. Organizations exist only to co-
ordinate the efforts of the citizens.

No citizen can escape his civic duties by declining
to participate in the functions of an organization. These
duties existed before the organization came into being,
and remain whether the individual is a joiner or not.
If the citizen does not like the organizations available he
is not under any compulsion to join, but he is, never-
theless, under the full power of his civic duties and he
should execute them.

THE FORD PROFITS.

The story of the Ford company, now being told in
Detroit, in a suit concerning taxes, is an astonishing
revelation of the value of an idea and a man. One thing
has been very well established, that is the dominating
personality of Henry Ford and the credit that is his
alone for the success of his vast enterprise.

Imagine, if you wish, the situation of John W. An-
derson, one of the original stockholders, who put in the
company \$5,000 in 1903. He drew up the contract and
handled the corporation of the company. On the stand
he told how amazed he had been at the way money rolled
in. One year, while in Europe, he received a cablegram,
announcing a special dividend, of which his share was
\$500,000.

Then, in 1919, the Ford company was purchased by
the originator, who bought out the minority stockholders,
including Anderson. He got, for his share, \$7,000,000.
Adding to that the millions in dividends, and you have
more than \$8,000,000 in return for an investment of
\$5,000. This is what even good financiers would call a
"reasonable" return.

Citizens of Hancock County are urged to contribute
items for publication in the columns of The Echo. It is
impossible for us to hear of everything and consequen-
tly, very often, news articles fail to report many inter-
esting happenings.

FAMOUS DAYS

There are several dates during the
second month of last year which are
of interest to this nation in particu-
lar. The second was Ground Hog
day. On that day there were those
who looked for the first signs of
spring.

On the twelfth will come the cele-
bration of the birth of Abe Lincoln,
one of the nation's greatest presi-
dents.

Then cupid comes in for a part of
the attention of the public, especial-
ly the younger folks. On the four-
teenth is St. Valentine's Day which
will be celebrated in the usual man-
ner.

The fifteenth marks the anniver-
sary of the landing of the battleship
Maine in Havana harbor, which was
the direct cause for the Spanish-
American war. The veterans of this
conflict will well remember the bat-
tle cry of that day: "Remember the
Maine."

The day of most importance is the
twenty-second. This is Washington's
birthday, and this day will be ap-
propriately celebrated as the birthday
of the first president of the greatest na-
tion in the world.

POINTED PARAGRAPHS

There's many a kiss betwixt the
front porch and the dining room.

Papa's Ford is one tacks collectors
that doesn't hang around the court-
house.

Uncle Bill says he never had a bit
of trouble with his pipes during the
recent cool snap.

If a 350 pound sheik married a 350
pound flapper, would the guests
throw puff rice?

Ah, many a blonde in a squirrel
coat has run the big butter and egg
men nuts.

"It won't be long now," wailed the
caved-in flapper as she lighted her
35th Chesterfield.

The high school student who ac-
cidentally sat in a bucket of tar yester-
day was very successful, we think, in
doing The Black Bottom.

What this country needs is more
aeroplanes in the war department
and fewer high-flyers in cabarets.

Denver woman feeds her hubby dog
biscuits, thus proving that some fe-
males are still firm believers in pup-
py love.

In these days when gals are swip-
ing socks to park over their nose,
we'll wager that many a brother
would like to give his sis a sock in
the eye.

"How can I get rid of my brutal
husband?" asked a Wisconsin woman.
Put the parlor rug on the line madam
—he'll beat it.

Lita Grey Chaplin is suing,
While Charlie's sick on a cot,
And from what we see in the papers,
—he'll get all the poor devil's got.

A chorus gal out in Los Angeles,
Married a banker with plenty of
jack,
And now she has all his spondulix
—And the darn fool can't get it back.

Peaches got hitched to dad Browning
And he clothed her just simply
swell,
But honeymoons can't last forever
—So she told him to go to h—

A manicurist up in New Jersey,
Said "yes" to a handsome young
clerk,
And she got her separation this
morning,
So for alimony this poor sap must
work.

Or, tra-la-la-la I sing
Bringing your forty-piece band
'Cause I'll tell the cockeyed world
I'm glad I'm a single man!

See in the paper where a good
friend is going to raise chickens, so
we suggest that he abide by the fol-
lowing rules:

1. Don't let 'em wear socks over
their hose.

2. Hire a good hair dresser. Let
the roosters furnish the combs.

3. Have poultry yard 5,280 feet
long so they can walk a mile for a
Came.

4. Prohibit use of cheap perfumes
as they give a foul odor.

5. Make 'em use plenty of rouge.
Encourage them to lay for the butter
and egg men.

6. Install elevator in hen coop so
they can have their faces lifted.

7. When they get hold of too much
hootch substitute cracked ice for
cracked corn.

8. Don't burn incense in the hen
house; use gasoline.

9. Park banana peelings at en-
trance of poultry yard so they can
slip in after midnight.

Peddler Makes Fortune.

Samuel Ruben, who came to Brook-
lyn, N. Y., as a peddler of ice 25
years ago, has formed a \$25,000,000
coal and ice corporation there, which
will sell more than a million and a
half tons of coal in the winter and
the same amount of ice in the sum-
mer.

Checks Uncashed.

State Treasurer Read, of Trenton,
N. J., discovered that Judge Willard
W. Cutler, who recently died, had
failed to cash a single one of his sal-
ary checks since 1919, amounting in
all to \$16,141.

A unknown man cut a long braid
of hair from the head of Ruth For-
ter, 14-year-old girl of Hammond,
Ind., as she was going home from
school.

Ellis Williams, of Denver, aged 72,
who played marbles with David Lloyd
George as a boy in Wales, will marry
Mrs. Martha Smith, 79, a sister of his
third wife.

Three authors for the hand of
Frank Kline, of Breckenridge, of Brecken-
ridge, toward a coin for her, and she mar-
ried the winner.

Hancock County Insurance Agency

INSURANCE

IN ALL ITS BRANCHES

Let Us Take Care Of Your Needs

A. A. Scalfide,
S. L. Engman, Agents.

Phone 108
Hancock County Bank

VIEWS AND REVIEWS

"What They Say Whether
Right or Wrong"

Senator James Wadsworth, of New
York:

"Senators and other public offi-
cials do not differ from the great
mass of human beings that make up
our population."

John W. Anderson, Ford stock-
holder, whose \$5,000 stock invest-
ment sold for \$7,000,000:

"If a Ford car had come into the
square I'd have hugged it."

V. F. Calverton, editor "The Mod-
ern Quarterly":
"Racial equality does not exist ex-
cept in political theory."

Mischa Elman, violinist:
"My baby comes first—my wife
second, and my violin third."

Sir Harry Lauder, Scotch comedi-
an:

"When for the first time I came to
America I had four Sunday perform-
ances and a more miserable engage-
ment I never fulfilled."

The Evening Standard, London
daily:

"Britain has never yet written any
diplomatic notes over the countless
film lampoons of her institutions and
people."

Senator Bruce, of Maryland:

"All the Senators I have seen de-
cline a drink since I have been in
Washington could be put in less
space than the cubic contents of a
taxicab."

Rev. Geo. William Carter, general
secretary of the New York Bible so-
ciety:

"In our city there is a population
of 6,000,000 people, and of these
4,500,000 are foreign-born or chil-
dren of foreign parents."

Chas. F. Wetzel, president Nation-
al Association of Merchant Tailors:
"The women of this country are
requiring their men folk to dress
themselves properly."

Phillip Murray, vice-president United
Mine Workers of America:

"The death rate in the coal mines
of the United States is still from
three to four times as high as that
which prevails in the mines of Euro-
pean countries."

Philip Guedalla, of England, his-
torical writer:

"Imperialism is very much like an
open window. If you open it, it is
fresh air. If the other fellow opens
it, it is called a draught."

Col. Theodore Roosevelt:
"We're prosperity mad."

Senator Heflin, of Alabama:
"I have received some very threat-
ening and dangerous letters."

Concerning Shanghai.

In order The Echo readers may un-
derstand happenings around Shang-
hai, where the British are huddling
ships of war, and preparing for de-
fense, we give a few details concern-
ing that city. It is divided in two
parts, one Chinese and the other an
international city, ruled by foreign-
ers and originally given them to keep
them away from the natives.

In this foreign municipal corpora-
tion, which is a thoroughly modern
city, there live, in addition to the
foreigners some hundreds of thou-
sands of Chinese, who have been at-
tracted there for safety. In it also
are concentrated the foreigners from
the interior of China, who have had
to flee their occupations owing to the
bitterness of the anti-foreign feeling.

Cantonese troops are marching to-
ward Shanghai. Whether they will
fight for it or not is uncertain at the
time this article is written. Gen. Sun
Chuan-Fang, now holding the Chinese
city of Shanghai, may decide to give
up. If he does, will the Cantonese
demand the foreign city, and fight
for it if the demand is refused.

The massing of British, French,
American and Japanese warships off
Shanghai is for the defense of the
city, which will be easy if the advanc-
ing Cantonese army was hte only foe.
But, there is always the danger of an
uprising of the Chinese within the
foreign settlement, which will be dan-
gerous to the foreigners and may re-
quire the landing of marines and sail-
ors to protect their lives.

Rats May Help.

Rats exist for no good purpose, say
housewives, who are bothered by their
depredations.

Yet, a serum, made up from ingre-
dients taken from the blood and in-
testines of rats, is now being tested
as a cure for cancer.

This most dread disease takes its
horrible toll yearly. While not wish-
ing to arouse undue hopes among its
victims British doctors believe that
Dr. Thomas Lunken is within a
measurable distance of success.

If rats contribute to such a cure
they will have served humanity well.

Liquor Kills Boy.

Joseph Bocchini, 4 years old, of
Morristown, N. J., is dead, having
taken several drinks out of a bottle
of liquor presented to his father for
a Christmas present while his parents
were absent.

William Ferrin, of New York, pa-
roled by the court on a minor charge,
robbed a store to secure money with
which to pay his fine.

How many
people do you know
in this position?

How many people do you
know who have gotten into a
position where they are worried
and harassed—can't pay their
bills and meet their obligations—
because, in a moment of weak-
ness, they bought a more expen-
sive car than they could really
afford?

Ford open cars as low as \$360
(f.o.b. Detroit)—closed mod-
els for less than open cars of
any other make—and remem-
ber, you must ride in the im-
proved Ford models to really
appreciate what they are.

Ford

EDWARDS BROS.

BAY ST. LOUIS, MISS.

OPEN THE YEAR ROUND. AMERICAN PLAN.

HOTEL WESTON,

BAY ST. LOUIS, MISS.

Catering to Tourist and Transient Trade.

THE FOUR-SEASON HOTEL.

A Most Delightful and Home-Like Resort for Visitors.

Every room an outside room, all with private bath, single and double.

Address H. C. BABCOCK, Manager.

IMPORTANT NOTICE

In thanking our customers for their generous orders last year,
we want to again call the attention of the public in general that
Xmas is coming and orders for parlor sets, easy chairs or davenport
should be given now. Just received latest samples of tapestry, da-
masks and draperies, which I would like for you to see.—Nuff Sed.

Window Seats W. H. SLINGER Cozy Corners

Upholsterer.

Shop, 109 Toulme St. Residence, 105 State Street.

Discriminating buyers consult local realtor first

C.

The Sea Coast Echo

POLITICAL ANNOUNCEMENTS.

FOR CIRCUIT AND CHANCERY CLERK.

The Sea Coast Echo is authorized to announce
A. G. (RED) FAYRE
a candidate for election to the office of Circuit and Chancery Clerk of Hancock County, subject to the action of the Democratic primary.

FOR SUPERVISOR—BEAT 3.

The Sea Coast Echo is authorized to announce
A. J. BILBO
a candidate for election to the office of Supervisor, Beat No. 3, Hancock County, subject to the action of the Democratic party.

FOR COUNTY SUPT. OF EDUCATION.

The Sea Coast Echo is authorized to announce
DANIEL J. EVERETT
a candidate for the office of County Superintendent of Education, subject to the action of the Democratic primary.

FOR SHERIFF AND TAX-COLLECTOR.

The Sea Coast Echo is authorized to announce
T. E. KILLAR
a candidate for the office of Sheriff and Tax-Collector of Hancock County, subject to the action of the Democratic primary.

FOR SHERIFF AND TAX-COLLECTOR.

The Sea Coast Echo is authorized to announce
JOSEPH C. JONES
a candidate for the office of Sheriff and Tax-Collector of Hancock County, subject to the action of the Democratic primary.

CITY ECHOES.

—Bay Music Store, Masonic Bldg., sells all the latest records, and Viva Tone Columbia Machines.

—The Edgewater Gulf hotel management is advertising in the columns of The Echo (classified column) for special help. Possibly Bay St. Louis may produce the desired person.

—Mr. and Mrs. Clem Weston, Mr. and Mrs. Harold Weston, Mr. and Mrs. Earl Russell and Mr. Leo W. Seal were among the number from Bay St. Louis who attended the formal opening dinner-dance at the Hotel Markham Monday night.

—An item of interest to the friends of Mr. and Mrs. G. Maurigi is the arrival of the stork at the home of their relatives, Mr. and Mrs. Marcelino Jabon, the latter their niece, who, before her marriage, was Miss Chetta Saldivina. The new arrival is the fairest sex and both mother and child are doing well.

—Joseph O. Mauffray, local merchant and civic leader, was on the sick list during the early part of the week and confined to his bed, which he left Wednesday afternoon to make his attendance at the Rotary gathering. Mr. Mauffray is up and out again attending to his usual daily duties.

—Mrs. A. W. Sigerson and son, Bert, and Miss Elsa Mauffray, have returned from their auto visit to Miami, Fla., a trip of much interest and proving both a social and financial success. Stratakos' famous orchestra discoursed the excellent music. There will be a meeting of the K. C. members tomorrow (Sunday) night with out-of-town officials present and a large attendance of the members is anticipated.

—Bay Music Store, Masonic Bldg., carries a full line of the New Victor Orthophonic.

—The general understanding is something will be doing within the next fortnight in the matter of building the Pine Hills bridge, connecting the city of Bay St. Louis. It appears, from report, negotiations are in process and the story will be given to the press soon. The building of Pine Hills-Bay St. Louis bridge will connect two points to mutual interest and advantage.

—Bay St. Louis Knights of Columbus Home association gave another of its regular Thursday night dances this week, largely attended, and proving both a social and financial success. Stratakos' famous orchestra discoursed the excellent music. There will be a meeting of the K. C. members tomorrow (Sunday) night with out-of-town officials present and a large attendance of the members is anticipated.

—H. F. Magoon, C. E., superintendent of construction and general office manager for the J. B. Smith company, former contractor for the building of the Bay St. Louis bridge, has planned to locate in Gulfport and will pursue his profession as civil engineer, where he already has several contracts, present and prospective. While here Mr. Magoon made many friends and his leaving Bay St. Louis will be regretted.

—Manager J. J. Hood, of the Bell Telephone Company, has been ill from time to time during the past week and detained at home, where from his bed, assisted on the outside by Mrs. Hood, he has been directing the many executive duties of his office. He was a visitor to New Orleans during the week, consulting specialists. The many friends of this excellent gentleman and wide-awake representative for the local exchange, hope he will soon be restored to his former good health and out and about again.

Among the sales made during the week is that of the new Fortier dwelling on the Waveland beach front, near Conrad Lane, for a consideration approximating \$11,000.00, to C. B. Dick, of New Orleans, for summer home purposes. Other Waveland sales are reported, but not yet confirmed. With the approaching construction of the seawall there is no reason why the demand for Waveland property should not become active and values, and prices, in its proximity to New Orleans will always remain an asset of incalculable value.

—James Lee Loomis, from Hartford, Conn., registered at Edgewater Gulf hotel, spent Tuesday in this city, visiting at the home of Mr. and Mrs. Owen Crawford, in Clifton street, and delighted with their interesting day. Mr. Loomis was the roommate of Mr. Crawford at Harvard and ever since a lasting friendship has existed. Mr. Loomis is president Connecticut Mutual Life Insurance company, of Hartford, Conn. The party assured that his home in Hartford is a beautiful one, and that he is a very successful man.

At Pine Hills Hotel on Bay St. Louis.

The dinner-dance at Pine Hills hotel Saturday night, the first of the regular week-end dinner-dances, was a very pleasant one with a delightful group of guests. The Pine Hills hotel orchestra supplied the music for the dinner and dance. Among those present were the following party of New Orleans people composing the house-party of Mrs. Sylvan Newberger; Sylvan Newberger, Miss Minna and Martha Newberger, Miss Betty Kahn, Mr. and Mrs. Sylvan Levy, Eugene Aschaffenberg, Harold Danziger, Albert Wachenheim, Jr., E. Kirby Newberger, Warren Kessler and Robert J. Newman. Other guests were Mr. and Mrs. J. C. Chandler, of Atlanta, Mrs. W. B. Albright and Mrs. J. K. Boyd, of Chicago; Mrs. Lillian Jean Arnold Davis, Mr. and Mrs. Fritz Peranich, Pass Christian; S. A. Tomlinson, Miss Elizabeth Hawkins, of Gulfport; Miss Silvia Schaeffer, of Vicksburg; John Bransford, of Nashville; Judge and Mrs. Lawrence Adams, of Pass Christian; J. P. Knobe, of Winnepeka, Ill.; J. C. Sanborn and Sewell Avery, of Chicago; Mr. and Mrs. Harry McLeod, of the Pass; Mrs. Anne Gillespie and Mr. and Mrs. Hal Thompson, of Pine Hills; Mr. and Mrs. Harry Lattar and daughter Shirley, of New Orleans; Mr. and Mrs. P. Newmark, of Chicago; Mr. and Mrs. W. N. Parkinson, of Cincinnati; Mr. and Mrs. Andrew Herron, of Cincinnati; Mr. and Mrs. John Balston and Mrs. C. A. Hardey, of Chicago; Livingston Ross, of Chicago; Mr. and Mrs. Hugh J. Baker, of Indianapolis.

A party including John Legier, Andrew Stafford, Jos A. Carrere, O. V. Freeman and Charles Hartwell, of New Orleans, arrived Friday at the Pine Hills hotel for two days of golf.

Mr. and Mrs. Hugh Baker, of Indianapolis, are guests at the Pine Hills hotel.

Mr. and Mrs. Arthur Lehmann and Chas. Nathan, of Peoria, Ill., will be at the Pine Hills hotel for some time.

Mr. and Mrs. Chas. Zeigler, Jr., and Miss Aimee Tibbler, of New Orleans, motored over from the Crescent City to spend Sunday at the hotel.

Mr. and Mrs. Harry Lattar and daughter, Shirley, of New Orleans, were week-end guests at Pine Hills.

Mr. and Mrs. W. H. Luyties, of St. Louis, are guests at Pine Hills where they will be for some days.

Livingston Ross, of Chicago, was a week-end guest at the hotel.

Mr. and Mrs. L. O. Crosby, of Piquette, entertained the following guests over the week-end at the Pine Hills hotel: Miss Fannie Rowland, of Piquette; W. M. Reay, W. B. Swift and W. O. Brinton, all of Chicago.

—Among the number from Bay St. Louis last evening attending the formal opening of the new Saenger theater and witnessing its premier presentation are Mr. and Mrs. George R. Rea, Mr. and Mrs. E. J. Gex, Mrs. Marshall Ballard, Miss Clara Kergose and Mr. and Mrs. C. G. Moreau, and which proved an event well worthy of traveling and of being present.

—The annual statement of the Peoples Building and Loan Association, published in The Echo, according to law, was one of the best yet produced by the association. It shows a record of growth and progress, indicating the growth of the business and serving as an index to the material growth of the city. Quite a number of new dwellings were built during 1928 through the instrumentality of the home loan association. The outlook for the new year is even more promising.

—An unknown middle-aged man was found seriously injured Thursday afternoon on the Old Spanish Trail, about three miles out from the city. It appeared he was driving alone in a van, which had in some unaccountable manner turned over. The man was taken to the hospital, where he died. The cause of the accident is being investigated. The man was carrying a Michigan license, en route from New Orleans to the Gulf Coast, picked up the man and took him to the Clinic Hospital, where Dr. Smith attended him and found his right arm broken. The number of accidents on the Trail are almost daily occurrences. Many take it for a speedy way. It might be necessary yet to establish a motor cop patrol.

—A night for the older men is to be held in the immediate future by the Bay St. Louis Rotary club, and this promises to be an interesting event. Each guest will be permitted to bring one or more old gentlemen and the program of the evening will be of the most delightful. It is estimated there are quite a number of older men in Bay St. Louis who do not get out much, who fall the opportunity to participate in the activities enjoyed by the younger men, and this particular night will prove a boon. The latter part of this month Rotarians will journey to Pine Hills, where they will hold a special meeting and enjoy dinner, in compliment and in recognition of the enterprise which made possible the two million-dollar project on the shores of Bay St. Louis.

—One ad in The Echo is like capital well invested. It works while you sleep.

—J. J. Wolfe, resident of Bay St. Louis, and connected with the art department of Chambers Advertising Agency at New Orleans, presented drawings of a new letterhead for the Chamber of Commerce, which was referred to a special committee, the project receiving the endorsement of the organization. The design is in two colors, particularly attractive, the center representing a galleon in silhouette of chrome color, and across the name Bay St. Louis. The city's new slogan will also appear in a space allotted for this purpose. There was also submitted a color bill board of appropriate legend, to be painted and placed around the depot and possibly on the Gulf coast, and across the city, and the design of the Chamber of Commerce.

—James Lee Loomis, from Hartford, Conn., registered at Edgewater Gulf hotel, spent Tuesday in this city, visiting at the home of Mr. and Mrs. Owen Crawford, in Clifton street, and delighted with their interesting day. Mr. Loomis was the roommate of Mr. Crawford at Harvard and ever since a lasting friendship has existed. Mr. Loomis is president Connecticut Mutual Life Insurance company, of Hartford, Conn. The party assured that his home in Hartford is a beautiful one, and that he is a very successful man.

Announcement of Marriage.

Mr. and Mrs. John D. Grace, of Waveland and New Orleans, announced the marriage of their daughter, Evelyn Alice, to M. Henry Bell Cooley, which happy event occurred on Friday, January 28th. The young couple have gone on a honeymoon trip and will be at home after Feb. 16th at 1050 Hickory street, New Orleans.

This will be interesting news to the many friends of the Grace family. The bride is quite a charming and accomplished young lady, while the groom is a popular young business man of the Crescent City. It is quite a happy couple and an ideally matched pair, and their happiness is assured.

The Echo joins the many friends in good wishes and happy felicitations.

Has Contract For Wiring New School.

Archie Surcouf, of the Surcouf Electric company, Bay St. Louis, is completing the work of wiring and installing the electric fixtures for the new \$80,000 Bay St. Louis High School building. The new school, located on the new A. & G. theater, two big contracts and which are of the most exacting nature, requiring that every ruling of the Fire Prevention Bureau be strictly adhered to.

It is quite a boost for Mr. Surcouf. It will be remembered he wired the new Catholic Church of Our Lady of the Gulf, the Masonic Temple and also the buildings last fall of the Harrison county fair.

Don Philipino to Open New Theater.

While the opening of the new Bay St. Louis theater is yet some time off, tentatively dated for Easter Monday, it is known one of the finest orchestras of the South will be present for the occasion.

Don Philipino, the well-known leader so long at the Strand and Liberty theaters at New Orleans and who recently opened the handsome Saenger theater at Mobile, will be present. A lover of Bay St. Louis and frequently spending his spare time with them at "Elmwood," accompanied by his wife, the Don will lead the orchestra for the new A. & G., and this feature alone will be one of the outstanding events and making the inauguration of Bay St. Louis' new \$80,000 theater a most extraordinary interest and entertainment.

Pass Christian Isles on Bay St. Louis.

A visit to Pass Christian Isles, on Bay St. Louis furnishes much to the visitor to be seen in the way of development. A great dredge, working day and night, has been actively engaged in its unceasing pursuit for many months. The plan and scheme of beautification is gigantic and it will yet require the work of many months. The place will be taking actual shape. Then it will bloom like the proverbial rose.

The eastern terminus of the Bay St. Louis bi-county bridge will connect a great boulevard already shaped and which will pass through the development of the Johnnes Realty company is in active charge of the work and announces there will be no predevelopment sales of lots. Nothing offered until the entire project is finished and at its best. This means there is ample capital to carry on the big project. The fact it will be carried to completion. It is said there is no development on the Coast that will equal this, and naturally an anxious and interested public is anticipating more than ordinarily.

Bay St. Louis will profit vastly by Pass Christian Isles, along with the development of Pine Hills, also on Bay St. Louis, the latter more so when the proposed Pine Hills bridge will have become a reality.

New Telephone Directory in Press.

February 15th is the date for the issuance of a new edition of the Bell Telephone company's Bay St. Louis directory, and which is in press in The Echo printing department. The new directory will contain many new additional names and changes and is better gotten up than heretofore, carrying a number of attractive and informative ads. Manager Hood has spared no effort in its get up. The cover is of a bright shade of blue with ink and correspond in the future, there will be two editions annually instead of one as heretofore.

Death of Alfred Fayard.

On Tuesday, Feb. 1st, at 1:15 o'clock, there passed away one of Bay St. Louis' well-known residents, Alfred Fayard, who had been ill from time to time and under the doctor's treatment for the past five years. The funeral took place the following afternoon and was largely attended, interment at Cedar Rest cemetery. He was a member of the W. O. W., Palmetto Camp, No. 2. He is survived by his widow and one child, Elizabeth, his mother, Mrs. Lena Johnson, two sisters, Mrs. Edwin Roth, Mrs. A. Curet, and four brothers, Achille and Lovance Fayard, and Frank and John Kackler; four stepchildren who are Mrs. Henry Moton, Willie, Joe and Henry Polillon. He was a native of Bay St. Louis and aged 42 years. Well and generally known his death causes much regret.

A. & G. THEATER

Attractions to Be Shown Next Week.

Sunday and Monday, Feb. 3-4.
Babe Daniels in "STRANDED IN PARIS"
Tuesday, Feb. 5.
Greta Nissen in "THE LADY OF THE LARK"
Wednesday, Feb. 6.
Rod La Rocque in "THE BACHELOR'S BRIDE"
Thursday, Feb. 7.
Laura La Plante and Edward Everett Horton in "WATCH YOUR WIFE"

"THE GARDEN OF THE RIVIERA" CHOSEN AS SLOGAN BAY ST. LOUIS

(CONTINUED FROM PAGE ONE)

"The Year Round Playground."
"Where Gulf and Bay Refresh Each Day."
"A Few Minutes Ride to Paradise or Happiness."

"The Crescent City's All Year Round Playground."
"Where City With the Country's Attractions."
"Where City Convenience and Country Unite."

"Wealth—Home—Happiness."
"Where the City Man Finds Rest."
"The City of Golden Opportunities."

"Where Progress and Pleasure Make Friends."
"The Busiest Bee on the Coast."
"Near New Orleans—Happiness and Health."

"Away From Turn-of-Mind Close to Nature."
"Balm—Healthful—The Business Man's Haven."
"Near New Orleans—Kissed By Nature."

"Balm, Healthful, Rest For Tired Business Men."
"Close to New Orleans—Balm and Healthful."
"The Paradisal City of the Coast."

"The Logical Coast City For Commuters."
"Blessed By God—Kissed By Nature."
"Nested Among Pines on the Bay."

"Twixt Bay and Pines—Near New Orleans."
"Twixt Bay and Pines—Commuters' Haven."
"Where the Hills Meet the Sea."

"Where the Appalachians Meet the Gulf."
"Beauty's Retreat."
"Where Beauty Goes to the Sea shore."

"Beautiful By Nature."
"The Garden of the Riviera."
"A Scenic Spot With Nature."
"The City Opportunity."

"Nearest and Dearest to New Orleans."
"Close to the Heart of New Orleans."
"The Paradise of Mississippi."

"The Bay Nature Never Forgot."
"The Tourist's Favorite."
"The Beauty Spot on Spanish Trail."

"Nature's Gift of Peace and Plenty."
"The Town of Peace and Health."
"Gem of the Gulf."
"Gulf City of Health and Smiles."

"Gulf City of Health and Sunshine."
"Sportsmen Haven on the Gulf."
"Sportsmen Haven on the Gulf Coast."
"No Snow, No Ice, Just Paradise."

"Gem of the Gulf Coast."
"The Joy of the Gulf Coast."
"Meet Your Opportunity at Bay St. Louis."
"Not a Far Nor Near, But Here."

"Pride of the Gulf Coast."
"Where Every Desire is Fulfilled."
"The End of the Wanderer's Trail."
"The Joy of the Gulf Coast."

"The Tourist's Delight."
"Where Gulf Breezes Invigorate."
"In the Heart of Fairyland."
"Nature's Masterpiece."

"Home of the Sunbeams."
"Haven of Sunshine and Roses."
"Where the Rainbow Ends."
"The Dreamland of the Gulf Coast."

"On the Balm of Gulf Shores."
"The Beacon Light of Dixie."
"In all the World This Place is Best."
"The Land of the Heart's Desire."

"Where Dreams Come True."
"Where the World is at Its Best."
"The Jewel From Nature's Treasure Chest."
"Where Health and Happiness Go Hand in Hand."

"The Point of Good Points."
"Happiness Point for Homes and Health."
"The Peninsula of Heart's Desire."
"The Peninsula of Pleasure."

"Pleasure's Pinnacle."
"Nature's Nest."
"Happiness Harbor."
"At Fortune's Feet."

"The Rainbow's End."
"A Combination of Dixie."
"You Will Like It."
"The Haven of Beauty."

"The Heart of Great Joy."
"Where Hopes Are Fulfilled."
"The Home of Loveliness."
"The Magnet of the South."

"The Joy of the Pilgrim."
"The Smile of the World."
"Earth's Pride and Joy."
"The Pride of the South."

Ritz-Carlton Coming to Coast.

Following the opening of the new Markham hotel, at Gulfport, which opened Monday night, and is now in full operation, with many guests, Allen Johnson, of the Johnnes Realty company, developing Pass Christian Isles, and owner in Bay St. Louis of the "Spanish Acres" development, announced that the Ritz-Carlton hotel people are going to build, perhaps, the most sumptuous of all Gulf Coast hotels, another Ritz-Carlton, at location of the Isles and facing Bay St. Louis.

This is a big announcement; the Johnnes company do not do business that way. Since the Ritz people are coming to the Coast it is then reasonable to hope for a Coast-Biltmore and possibly for an "Ambassador" hotel. Florida and California have them, why not the Coast?

Good For Bay St. Louis and Hancock County.

The Tarpon, weekly newspaper published at Pass Christian, has this week commended the editorial, "God of The Echo" in its current issue, which is reprinted here as an earnest of appreciation.

"One of the best weeklies in Mississippi today is The Sea Coast Echo, so ably edited and published by Chas. J. Moore, of this city."

Bay St. Louis, the local news and items of the Tarpon, in Mississippi in general, as well as its editorial policy, are the progressive views of the editor, which makes it a paper that fully merits the splendid support that the good readers of this city, of Bay St. Louis, and the people of Hancock County, are giving it.

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Newest Hotel On Miss Coast "The Markham."

Now Open to Public

(CONTINUED FROM PAGE ONE)

when the Roosevelt hotel orchestra happily borrowed for the night—played "Tonight You Belong to Me."

The dinner was well into its equal course, when the waitresses completed their distribution of squawker balloons, whistles, rattles and other noise-making toys. At that time, the party really had become a party. Grandfathers paraded the aisles between the tables with gilded crowns and sheikah turbans covering their white heads. Grave lawyers and grave bankers blew whistles and puffed balloons, until pretty girls, blowing cigarettes from their table-mates, punctured the balloons and laughed at the bang when they collapsed. Here and there, a girl or two did not have to borrow the cigarette.

Wives made no attempt to choke the shouts and laughter of their husbands—rather, they shouted and laughed themselves, in their own key.

One table was converted into a zoo, and the hall was filled with the howl of the wolf, the laugh of the hyena, the roar of the great Nubian maneating lion.

When the orchestra started "Moonlight on the Ganges," or "A Night in Araby," or whatever it was, two couples started dancing, then two more, then a dozen.

The later diners pulled their tables back to the wall, and the chatter of the dancers, as they wove between the lanes of tables mingled with the popping of bursting balloons and the whir of rattles.

They danced and danced, in dining hall and lounge, weaving and interweaving, dodging, bumping, treading on toes, laughing, swapping headgear, swapping partners, sometimes faster than the eye could catch the change—merrier until "merrier" ceased to describe the infectious hilarity that made the whole great through a crowd of little children playing a game.

There were lulls in the dancing, of course, for every New Orleans orchestra has to stop for breath, but the strains of "Bye, Bye Blackbird," or some other witching, dreamy sort of thing, would start it off again, and it kept on until the soothing harmonies of "Sleepy Head" reminded the revelers of home.

That home-going, however, was early—and not so very early at that—in the morning. The roosters, as a matter of fact, had quit crowing, and a mo'kingbird was caroling from the top of a chinaberry tree in the courtyard square, as the stars grew dimmer in the grey, a lightening eastern sky. Then it was that the last couple waved a cheery good night at the silver faced clock over the stairway arch, and walked with the careful step of tired-dancers down the carpeted stairway to the lobby.

The Hotel Markham was opened.

Miss Lillian Braun, of Kansas City, gave up a career as a concert soprano to establish a bakery. Loneliness and homesickness while on tour is her reason.

At the sign of Brown Shoes

Happy Feet for All the Family

F. E. BEESON

Long Wear and Comfort in Blue Ribbon Work Shoes

Here's a 100 per cent. leather work shoe that doesn't feel like a casting of lead on your feet. At the same time it will stand up strong in all in and outdoor conditions. It is easy to look at, too. Blue Ribbon Work Shoes are made of the best leather and are made to order for your feet. You will find the type of Blue Ribbon Work Shoes that just suits the kind of work you are doing. Come in and look them over.

Shoes For All the Family.

Opposite Echo Bldg.

Bay St. Louis, Miss.

CLASSIFIED ADS

MALE HELP WANTED

GET PAY EVERY DAY—Distribute 100 necessary products to thousands of homes. Food products, Extracts, Soaps, Toilet articles, etc. World's largest company will back you with surprising plan. Write the J. R. Watkins Company, Dept. 91, 26-70 West Iowa St., Memphis, Tenn.

WANTED

Assistant housekeeper (white), experienced in hotel work. Must be competent and able to give A-1 service. Apply Manager, Edgewater Gulf Hotel, Telephone Biloxi or Gulfport, 1270.

LOST, STRAYED OR STOLEN

One young white male Spitz. Answers to the name of "Tex." Address 408 Hancock street.

WANTED—Man with car to sell complete quality tires and tubes. Exclusive territory. Experience not necessary. Salary \$300.00 per month—milestone basis. Company, East Liverpool, Ohio.

FOR SALE—Rhode Island Red hatching, \$1.00 per setting. Phone 228 W. J. Elm Meadow Poultry Farm, W. B. Stout, R. F. D. No. 1.

WANTED TO BUY

Second-hand furniture, Ring 230.

HAWK CHICKS, pure-bred Top Coat's best. Short time from incubator to you. Write for a free catalog. L. E. Rogers, 112 E. Levee, New Orleans, La.

FOUND

One grip was found Christmas Day on South Beach. Owner apply to L. W. S. care The Sea Coast Echo.

SATSUMA AND PEGAN TREES

kumquat, rose and shella bushes. Carol Plantations, Theodore, Ala. —1-29-At

MILLIONS LARGE REDWOOD (GAY-BAGE) PLANTS. Leading varieties. All sizes and best plants. Prepared 300, 75¢ per plant. Write for catalog. L. E. Rogers, 112 E. Levee, New Orleans, La.

Good Plants and prompt shipment guaranteed. Write to C. O. D. Schmitt, 1224 E. Levee, New Orleans, La.

FOR SALE

One brand new Valparaiso automobile. Has been used very little. Will take \$100.00. Write for details. Address P. O. Box 111, Bay St. Louis, Miss.



THE DONKEY'S TAIL.

There used to be a game where a blindfolded person was given a tail to pin on a picture of a donkey at the other end of the room. Hardly anyone ever succeeded.

In the game of life, clear vision, a stout heart and energetic industry will succeed, so if you are handicapped with the blindfold of extravagance take it off and plan and work for your future success.

Our bank is at your service.

We will welcome you.

Merchants Bank & Trust Co.

BAY ST. LOUIS, MISS.

THE EYES OF THE NATION ARE